

UNIVERSAL'S LINEUP LONG, STRONG

Here's A Look At TM Programming

Still in its experimental period for programming, Telemeter, the toll-TV project now in its second year in the Toronto suburb of Etobicoke, has a wide variety of attractions, judging from the printed schedule for Oct. 1-14. The schedule is carried in a well-

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Pioneers' Fund Needs Your Help

"If the increasing demands are to be met and the danger of exhausting all available funds is to be overcome, then every effort to constantly build the Trust Fund account must be put forth," states Frank H. Fisher, president of the Canadian Picture Pioneers, in an

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SPECIAL PRODUCT REEL GIVES TRADE LOOK AT EXCERPTS

"In all the time I've been in the business I've never been so excited about a program," states Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures, in the special product reel showing excerpts from six of the

Sunday Movies Sought In BC & Maritimes

Newspaper ads placed in Vancouver papers by the British Columbia Exhibitors Association told citizens of Vancouver that "your City Council denies your right to vote" on the question of Sunday movies. It asked them to mail a coupon in the ad to the Association's office, enclosing name and address for inclusion on a petition asking for a plebiscite. The City Council will rehear delegations on Oct. 24.

The issue is beginning to boil in Vancouver and perk in the Maritimes. The Maritime Motion Picture Exhibitors Association passed a resolution favoring Sunday operation at its recent annual meeting in St. John, NB and this is now being discussed outside the trade.

Brantford Township, Ont., which has two drive-ins, will vote later this year and a plebiscite is being sought in Wallaceburg and Espanola, Ont. Wind-sor started last Sunday.

company's features. The excerpts, seen in screening rooms and theatres by the trade, brought emphatic praise.

The films touched on in the product reel are among those to follow Come September, which has whipped up a boxoffice storm at theatres, and brought about the signing of Sandra Dee, who stars in it with Rock Hudson, to a new seven-year contract. They should add great strength to the 1961-62 season.

Hatton Taylor, Canadian general

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WB's 'Chapman Report'

Efrem Zimbalist, Jr. will star in WB's The Chapman Report.

Special Awards Made By CPP

James Davie of Vancouver, Bert Cooper of Calgary, Robert Hurwitz of Winnipeg and Wm. Redpath of Toronto have been given ancillary awards by the Canadian Picture Pioneers, the selection committee of which chose Reuben W. Bolstad, vice-

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New Manitoba Drive-in

Sportsmen's Park Drive-in, with a 200-car capacity, was opened at Clear Lake, Man. recently by D. McKelvy as a six-day operation. A report has it that E. Parobec, Preeceville, Sask. exhibitor, will build a new theatre there, although he has just transferred operation of his Grand to Mr. & Mrs. Romick.

Industry Council Seeks BO Promotion Ideas

Suggestions for improving business at theatres are being asked by C. S. Chaplin, chairman of public relations and boxoffice promotion of the Motion Picture Industry Council of Canada. Exhibitors all across the country have been contacted by Chaplin, United Artists' general manager in Canada.

"How about sending me a letter outlining as briefly as you can your suggestions for improving our business?" Chaplin wrote. "Your suggestions can cover boxoffice promotion, ways and means of promoting greater public interest in movies and any other thoughts you may have which could be of benefit to theatres anywhere in Canada."

The field of public relations and

(Continued on Page 6)

Paramount's 'Easter Dinner'

Harry Guardino will star in Paramount's Easter Dinner.

Toronto-Made 'The Mask' To Bow In On Broadway

The Mask, a Taylor-Roffman production made in Toronto under Julian Roffman's direction and being distributed in the USA by Warner Bros., will open at the Warner Theatre on Broadway Oct. 27. It will make its Los Angeles debut on Nov. 1 with a multiple booking.

Warner Bros. has prepared a very exciting exploitation campaign and eye-catching, provocative advertising for the public.

The Mask is an IFD attraction in Canada.

ROBERTSON QUILTS OVER TELEMETER

Public revelation of dissatisfaction with Famous Players' Telemeter relationship on the part of a director was made by The Financial Post, Toronto.

The story quoted an unnamed director who resigned because of the Telemeter issue as being "fighting mad" over an \$8,500 weekly loss which totalled \$481,000 in 1960 and \$225,000 in the first 26 weeks of 1961. He blamed Paramount, owner of 51 per cent of Famous Players' stock, for the situation, charging that on its insistence the directors' meeting of August, 1959 voted \$1,480,000 to the project.

The director told The Financial Post that he had offered not to go through with his intention of resigning if Paramount agreed to take over the operation from Famous Players from Jan. 1, 1961 but received no satisfaction.

The Financial Post story was followed up by the Toronto papers, which revealed that the director who resigned was Norman S. Robertson, a Famous Players' board member for 20 years.

John J. Fitzgibbons, president of Famous Players, issued a statement in which he "regretted that impatience and misinformation" had led to Robertson's resignation. He was satisfied with Telemeter's progress and said he was sure of its ultimate success.

The New York Times, after querying Paramount in New York, reported a spokesman as saying that Barney Balaban, president of Paramount, had no comment to make and that the situation was considered an "internal" one for Famous Players.

The International Telemeter Corp., which issued a 25-year franchise to Famous Players, made public in New York the fact that it has been bearing all costs of the Etobicoke project since Jan. 1, 1961. This had been revealed a few days earlier in Toronto by Famous Players and at that time Robertson was quoted as saying that this was the result of his stand.

'Hippodrome' Prizewinners

Winner of the \$250 first prize in the Ontario first-run contest for the best promotion and publicity campaign on International Film Distributors' Hippodrome was Frank Paul, manager of the Victoria, London. The competition was open to all

20th Century Theatre houses and those of other circuits linked with them in the Toronto multiple first-run showing. Don Watts, Regent, Sudbury, won the \$150 second prize and Paul Summerville, Prince of Wales, Toronto the \$100 third prize.



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SPECIAL AWARDS

(Continued from Page 1)

president of Famous Players, as The Pioneer of the Year "for his contribution to the industry as a whole."

The committee, made up of previous Pioneers of the Year and headed by a CPP founder, O. R. Hanson, decided also on a posthumous award to the late I. H. (Izzy) Allen of Toronto and special awards to David Ongley of Toronto and Len B. Johnson of Vancouver.

The awards will be presented at The Pioneer of the Year banquet, to be held in the Crystal Ballroom of the King Edward Hotel, Toronto, on Nov. 27. Toastmaster will be Frank H. Fisher, president of the CPP, who followed up his announcement of the major selection with that of the others a week later.

Davie has devoted almost every Sunday evening and other hours to making the Pioneers' Trust Fund shows held at the drive-in donated by Len B. Johnson & Associates a success. Cooper was recommended for an award by the Alberta branch, which owes a lot to his devotion. Bob Hurwitz is a popular choice because of his hard work for the Pioneers and the industry in general in the Manitoba-Saskatchewan area.

Bill Redpath, over 50 years in the industry, is one of its best loved figures. He was a salesman of Edison projectors to the first exhibitors in Ontario and himself gave motion picture exhibitions as "Professor Redpath." Izzy Allen's generosity was legendary and his enthusiasm for CPP projects boundless. David Ongley, who has been president of the Dominion Drama Festival, came into contact with the Pioneers when handling legal matters for motion picture industry clients. He is not a Pioneer but its solicitor. Nevertheless, he stands as high as anyone in the estimation of motion picture people. His aid has been invaluable.

Tickets are available to any member of the motion picture industry for himself and friends. In the past several years the occasion has been a sellout.

Universal Lineup

(Continued from Page 1)

manager of Empire-Universal, which distributes Universal product in Canada, and Mark Plottel, sales manager, were very pleased with the long and powerful lineup of pictures, which will get special exploitation support through the co-operation of Barry Carnon, Emp-U ad-pub director, with the American company's exploitation machinery.

Films covered in the reel were Ross Hunter's remake of the great grosser, Back Street, this time with Susan Hayward, John Gavin, Vera Miles and a large cast; Rodgers & Hammerstein's Broadway hit, Flower Drum Song, also produced by Hunter as one of the most lavish films in many years, and with Nancy Kwan, James Shigeta, Miyoshi Umeki and directed by Henry Koster;

Lover, Come Back, the excerpt of which drew roars of laughter and which stars Rock Hudson, Doris Day and Tony Randall under Delbert Mann's direction; Cape Fear, a drama of shock and suspense starring Gregory Peck, Robert Mitchum and Polly Bergen with the support of Martin Balsam, Jack Kruschen and Barrie Chase, all directed by J. Lee Thompson, who directed The Guns of Navarone;

The Outsider, the real life story of an Indian member of the Marines, Ira Hamilton Hayes, "The Hero of Iwo Jima," who is portrayed by Tony Curtis under Delbert Mann's direction; and The Last Hero, a tough, real and fascinating Western directed by David Miller and starring Kirk Douglas and Gena Rowlands.

Also completed is Touch of Mink, directed by Mann and starring Cary Grant, Doris Day, Gig

Young and Audrey Meadows. In work and due for release this season are The Ugly American, The Spiral Road, and Freud, story of the great mental healer. Marlon Brando will star in The Ugly American, Rock Hudson, Burl Ives and Gena Rowlands in The Spiral Road, and Montgomery Clift in Freud.

Universal, which has placed Phantom of the Opera on its release schedule, acquired distribution rights for The Sergeant Was a Lady, a comedy, and Lancelot and Guinevere, starring Cornél Wilde and to be produced in Britain.

Listed for production is The Chalk Garden, a Ross Hunter film to star Hayley Mills and Joanne Woodward; Diamonds For Danger, a comedy melodrama; The Dark Angel, also through Ross Hunter; and Six Black Horses, in which Audie Murphy and Dan Duryea are teamed. Latest acquisition by Universal is Somersault, to star the Come September team, Rock Hunter and Gina Lollobrigida, which will have the same director, Louis Mulligan, and be made in Paris.

"The amount of money we have committed in the pictures we have completed, in production and in preparation, represents the greatest investment in negative costs in our company's history and reflects our high confidence not only in the future of Universal but in the motion picture industry," Milton R. Rackmil, president, stated at a recent meeting in New York.

At present Spartacus, which had impressive hard-ticket engagements, is moving into popular runs and is proving itself to be big BO on that level also.

GEORGE BROWNRIDGE DEAD

Passing of George Brownridge of Brantford in a Toronto hospital last week stirred memories of what was a major effort to establish a Hollywood in Canada. Old-timers remember Brownridge, who got his first industry job in a Sudbury movie, went to work in Toronto for General Films, then became a projectionist.

His first connection with production was at the studio Connes & Till built on the shores of the Humber River, near Toronto, in 1913. Col. Louis Till of Britain was one of the principals and differences developed between the local people and a Philadelphia firm which held a partnership. This led to the studio's closing. Brownridge had a distribution contract with Connes & Till.

In 1916 Brownridge organized financial backing for the Adanac Production Co., which built a studio in Trenton, Ont. The Great Shadow, starring the elder Tyrone Power and Marguerite Snow, was made there as an answer to Bolshevism backed with money from the CPR and other companies. Other films made there were Power and The Marriage Trap. Legal difficulties developed and some time later the studio closed down with a loss to the backers. In 1927 another feature, Carry On Sergeant, was made there at a cost of \$500,000 by Canadian International Films and it too was a large loser. At that time the studio belonged to the Ontario Government, which had taken it over in 1923 for its Motion Picture Bureau.

Brownridge went to the USA, where he engaged in various enterprises. He was for three years executive vice-president of Clairmount Laboratories, engaged in public relations, became a liquor importer and then a publisher. Some years ago he moved from New York to Brantford with his wife, who survives him.

The passing of Mr. Brownridge, who was in his late 70's, will be regretted by all who knew him.

TM PROGRAMMING

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designed 12-page booklet identified as "Your Telemeter Guide" and the current one shows a picture of Hayley Mills in The Parent Trap on the cover. The Parent Trap, a Disney feature from Empire-Universal, came on TM about a week after it closed its long-run Toronto engagement at Famous Players' University Theatre. That engagement had been part of an 11-theatre booking, one of which, the Westwood, played the film for two weeks.

First and foremost are the movies, some of which are used for children's matinees. Some are late — No Love For Johnnie — and some aren't — La Parisienne, Home Before Dark, The Horse's Mouth. The usual price is \$1 per program except for the kids' matinees, which are 25c.

The Second City Revue, a taped show from Chicago which proved popular some time ago, was back at \$1.25. Toronto Argos' football games, some shown exclusively on TM, are \$2. There is the regular use of shorts as a public service, some from church organizations. Others are industrial films from Modern TV Service, the Textile Workers Union, the CNR, Hydro-Electric and other sources interested in boosting a cause, a service or a product. TM does not charge the films' sponsors, nor does it buy them.

Recent titles of booster films are Comment & Conviction, Assignment Lunchbox, Fashion '61, It's All in Knowing How, The Mayflower Story, Building a Highway, Forging in Closed Dies, To God and My Country and Red Letter Days. They are part of the programs known as Women's World and Dad and I. There is a nightly newscast and Etobicoke Recreation News, these being produced by Bob Nelson, TM administration executive under Phil Issacs, franchise operations' chief for International Telemeter. TM also produces programs for fire prevention week and other such campaigns as a public service.

Nothing of a direct commercial nature appears on a TM screen. However, the Guide, which has a circulation of 5,400, tells the readers that Dow Brewery and The British American Oil Co. Ltd. help make football games available. It even carries an ad for a store.

Telemeter also engages in promotion of motion pictures through tieups. One such was with Bantam Books for "Great Movies From Great Novels" and another, with a Chinese restaurant, was for The World of Suzie Wong.

Sask'n Annual Meeting

Annual meeting of the Saskatchewan Motion Picture Exhibitors Association will be held at the Bessborough Hotel, Saskatoon, on Oct. 22-23. Reg Plumb is president of the organization.



Universal Announces **FOR AUTUMN RELEASE**

ROSS HUNTER'S PRODUCTION OF FANNIE HURST'S

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Screenplay by ELEANORE GRIFFIN and WILLIAM LUDWIG • Directed by DAVID MILLER • Produced by ROSS HUNTER

A Universal-International Release



WHAT'S THIS RUMOR that Jack Arthur is in line to produce the stage spectacle for the World's Fair in New York? . . . Nice to know that Dean Walker, back from a long spell in his native Australia, is again on the TV and film production beat for *Marketing* and other publications . . . Syd Roth told me about a gentleman who didn't come home till morning and was met with this demand by his wife: "I want an explanation and I want the truth!" Said the man: "Make up your mind which—you can't have both" . . . O'Keefe Centre used Nathan Cohen's summary of its first year for a *Variety* ad, reproducing that particular *Star* column on an entire page . . . I keep meaning to pass this on to Alex Barris of the *Telegram* for his Name Game: Mrs. Larry Lewis says that if Dody Goodman married Truman Capote she'd be Dody Capote . . . Kean the tragedian, who died in 1833 and is the subject of a current musical comedy, used to drink 16 glasses of gin every morning. Therefore I have one word for both Joe E. Lewis and Dean Martin: "Chicken!" . . . If new techniques continue to cause unemployment it will be said that invention is the mother of necessity . . . I suppose it isn't true that Elvis Presley had to call off an engagement because of a Charley Horse . . . I wish I could finish the story here about what happened after one of those rear gunners of the air, the pigeon, potted a patient on a psychoanalyst's couch, I really do.



AFTER 25 YEARS burlesque is leaving the Casino and with it the romping rhythms and provocative, suggestive music for provocative, suggestive strippers by Archie Stone and his orchestra. The switching of the policy to Legit and the changing of the name to Civic Square Theatre makes a future call on the music of the past unlikely.

Let it be noted here that all the pitmen aren't in mines. When you've spent 25 years in a theatre pit you've spent more time underground than the Count of Monte Cristo. Archie has. He was there with his sax playing the performers on and off under Curly Posen when the Casino opened with a midnight show on April 12, 1936 and five years later took over as conductor.

In case you read the opening lines of this too fast, let me say that Archie isn't leaving the Casino. It's burlesque that's leaving and with it the kind of music Archie and his boys provided for it. They'll stay right there to play for the off-Broadway revues and other theatricals that are to replace burlesque and vaudeville.

But 25 years is a long time and you can't sit in the same place for that long with so much going on just above you and not have things to remember.

THERE WERE the times that comedian Frank Marlow, on cue, threw himself into the pit four times a day. Marlow is a big man and the pit is small and the musicians had to move fast under such dive bombing. Then there was the female dancer who was whirling and, being accustomed to a larger stage, went right off it and landed on the lads. There are—by the way—no footlights on the Casino stage.

Johnny Coy, the agile dancer from Montreal, used to give the boys some thrilling moments as he danced along the brass rail that enclosed the orchestra pit.

Among the musicians are a couple of veterans, drummer Nibsy Silverstein, who has been there since 1944, and pianist Murray Winston, who came a year later. They and Archie talked about their favorites among the stars that have played the house: Gypsy Rose Lee rates very high; as does Jack Carson; Dorothy Lamour is great and Jane Powell very sweet.

As musicians they have their own kind of pain when they must play a number that shouldn't be played that way at all—but if they don't play it the way it's written they hear about it from the artist in a very impolite way. And some strippers have a lively choice of language. The boys got their biggest laugh out of one of these.

It seems that a male performer on the bill was having some fun "working up" this stripper against the orchestra. Here she was, a great artist, and the band was "murdering" her act. He told her exactly what it was doing that was wrong and off she went to Manager Murray Little to complain.

"I can't walk," she explained, "in the key they're playing."

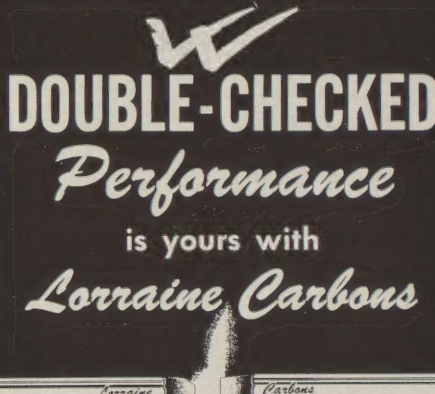
ANYHOW, happy anniversary, Archie and boys, at the end of 25 Casino years. Long may you make music together.

ON THE SQUARE

By HYE BOSSIN

WHAT A SHOCK was the news of the sudden passing of Doris Robert of Granby at 42! Legalite and theatre operator, M. Robert, president of the Quebec exhibitors' association, made many friends in Toronto through his visits here as a delegate to both national trade organizations. There was no more congenial a colleague or a wiser counsellor among the delegates and observers. A fine person, he was a credit to Quebec, the legal profession and the motion picture industry. Doris Robert was probably the best liked man among the many who sat as delegates and the others would be the first to say so. Our condolences to his widow and their seven children.

ELIA KAZAN made it big with local interviewers through his frank and clever comment. Here to talk about his Warner film, *Splendor in the Grass*, the press lads pumped him over lunch in the Pump Room. An Indie producer who has made several films for Warners, Kazan said his working conditions were ideal—no memos or queries about his moves or his progress. Except perhaps after a film had played and hadn't done so well at the BO and he ran into a top WB exec somewhere. Then the exec's question would run something like this: "What did you make it for in the first place?" . . . I was in Detroit last week and went to the Fisher, an old movie house in the Fisher Building that has been converted into a very beautiful 2,080-seat live theatre at a cost of \$3,500,000. *The Gay Life*, a \$450,000 Broadway-bound musical set in Vienna in 1912, is there. It's sumptuous, scrumptious, a bit old hat (silk), bright but not sparkling, interesting but unexciting, good-humored but not very funny, charming but not enchanting, gay but not sprightly. Get the idea? However, *The Gay Life* had opened a mere four days earlier so there's time to get more voltage into it before it reaches the O'Keefe Centre on its way to Manhattan.



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News Clips

Ivan Ackery, manager of Famous Players' Orpheum in Vancouver, beat a field of 19,000 entrants in winning the Pepsi 'N Popcorn contest. The panel of experts found his scrapbook of ideas and results overwhelming and awarded him the trip to Europe for two . . . Affiliated Pictures screened its Columbia Spencer Tracy-Frank Sinatra feature, *The Devil at 4 O'Clock*, at the Glendale, a suburban Toronto theatre, on a Sunday evening and it won the appreciation of the audience. Sunday screenings used to be held in theatres located in the City of Toronto but the coming of seven-day operation made them unavailable . . . Warner Bros. will likely get the screen rights to *My Fair Lady* for \$5,500,000 in cash plus 47½ per cent of the distributors' gross over \$20,000,000 and an additional five per cent for the Shaw estate in allowing the use of the play *Pygmalion* as the basis of the musical.

Tony Hancock, UK comedian whose TV series was a big hit in Canada this past summer, will visit Canada as part of the promotion for a film to be distributed by IFD . . . Jack Craine, 33, has been appointed United Nations and New York representative for the Canadian Broadcasting Corp. as successor to John Dunn, now director of CBC's Ottawa area. A native of Calgary, he became an announcer and news editor in Lethbridge and joined the CBC in Edmonton in 1949 . . . The Airliner Motor Hotel, a Famous Players-Miles partnership five minutes from Winnipeg's downtown area, was opened recently. It has 73 rooms, dining and banquet rooms, and two swimming pools . . . Strike against Famous Players' Seneca, Niagara Falls over Sunday pay was settled after 17 days.

Ontario Provincial Council of the Catholic Women's League, meeting in Hamilton, passed a resolution asking the appointment of two women to the censor board and expressing concern over the lowering of the admission age to film houses . . . City of Montreal is examining a proposal that the 116-year-old Bonsecours Market building, be converted to a centre for the performing arts, with the National Theatre School, Les Grand Ballets Canadien and Jeunesses Musicales du Canada being quartered there. Montreal's first theatre, the Theatre Royal, where Kean and Dickens played, was opened in 1825 on part of the market site . . . Murray Cherkover has moved up from executive producer of CFTO-TV Toronto to director of programming and has been replaced in the former position by A. Raymond Arseneault.

FURIE PILOTS BIG AB UK MUSICAL

Canadian director Sidney Furie, who has been working in Britain, is directing his first musical, Associated British's *The Young Ones*, which stars the UK's top disc star, Cliff Richards. The film, in Eastmancolor and CinemaScope, co-stars Robert Morley, Carol Grey, Robertson Hare and Melvyn Hayes. Herb Ross, an American, did the choreography.

Producer Kenneth Harper, AB managing director C. J. Latta and Furie expect *The Young Ones* to be one of the best boxoffice musicals in the history of British production.

Dave King, a great favorite in North America because of his TV stardom, heads a big cast in a Technicolor-CinemaScope comedy, *Go To Blazes*, which also stars Robert Morley and Daniel Massey. Michael Truman directs and Harper produces.

Petticoat Pirates, a comedy about a sailor kidnapped by a group of Wrens planning to "borrow" a Royal Navy ship, has Charlie Drake, who is known to Canadian audiences, as star and Anne Heywood and Cecil Parker as co-stars. David McDonald directs and Gordon L. T. Scott produces.

'FRANCIS' PREMIERE RAISES \$6,000

Over \$6,000 was raised for the St. Bonaventure Church when a capacity crowd jammed Canada's largest theatre, the 3,206-seat Imperial, last week for the Toronto premiere of 20th Century-Fox' *Francis of Assisi*. The film opened its regular run the following day.

The Cathedral Boys' Choir, under the direction of Msgr. Ronan, and many of the top officials of the Roman Catholic Church in the Toronto area were in attendance at the showing, which had a Hollywood-type sendoff. The front of the Imperial and the area surrounding it was floodlighted and a special canopy and red carpet led to the entrance. Rob Roy Film Services and Jack Frost Lighting Service supplied the equipment.

Famous Players donated the theatre and 20th-Fox the picture. All arrangements were a combined effort and those participating included the Holy Name Parish of St. Bonaventure Church; Gerry Collins, advertising and publicity head of Loew's Theatres, who is a member of the executive of the church; Bert Brown, manager of the Imperial; and Sam Glasier, director of public relations and promotion for 20th-Fox in Canada.

PIONEERS' FUND

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appeal to the trade. Every year requests for assistance from the Trust Fund multiply, he says, urging donations regardless of the amount.

"May we, at this time, suggest to you as an individual and as a member of our national organization that you allot some portion of your charitable budget to our Association, which was formed to benefit those who are or were employed in the Motion Picture Industry and who need our help."

Although Fisher's letter was sent to the members of the Canadian Picture Pioneers it applies to all in the industry regardless of age or affiliation.

O. R. Hanson, one of the founders of the CPP, who is a past president and a Pioneer of the Year, is chairman of the Trust Fund and contributions can be addressed to him at the Canadian Picture Pioneers Trust Fund, 2nd Floor, King Edward Sheraton Hotel, Toronto, Ont. Donations are deductible from taxable income.

Dozens have been helped by the Trust Fund across the years and many have written to Hanson in gratitude for the aid given by the people of the industry through the CPP. An excellent eight-page booklet explains the workings of the Trust Fund and carries excerpts from letters written by

PROMOTION IDEAS

(Continued from Page 1)

boxoffice "concerns all of us vitally," he points out, asking for help and guidance in preparing a report for presentation to the Council at the forthcoming annual meeting in Toronto Nov. 29-30.

Chaplin's letter asks exhibitors to reply as quickly as possible, since he wishes to devote as much time as he can to compiling suggestions, thoughts and criticisms for use in his report.

Chaplin, a past chairman of the Motion Picture Industry Council of Canada, has been chairman of the public relations and boxoffice committee for a number of years. The highly-successful Academy Award sweepstakes and other forms of promotion based on the Oscar have been developed by his committee with the aid of circuit executives and exhibition and distribution publicity officers.

So successful has the Oscar promotion been in Canada that Chaplin was invited to talk about it to the Ad and Publicity Directors Committee of the Motion Picture Association of America.

beneficiaries whose anonymity is, of course, respected.

George H. Beeston, like Hanson a Life Member of the Trust Fund Committee, is secretary-treasurer. Clare J. Appel and Morris Stein are also Life Members and Frank Fisher, as CPP president, is a member of the Committee.

Short Throws

GEORGE PEPPARD, who stars with Audrey Hepburn in Paramount's *Breakfast at Tiffany's*, attended the United Appeal report luncheon in Toronto last week. He was introduced after the guests were shown a TV commercial for the film, so that they saw him first and then in person. Win Barron made press, radio and TV arrangements for him during the few hours he spent in Toronto. The film is being distributed through Affiliated.

CANADA was represented at the International Seminar on Instructional Television at Purdue University in Lafayette, Indiana, Oct. 8-13. Educators and broadcasters from 41 countries reviewed current trends and examined issues involved in the use of television as an educational medium.

NOMINATIONS for the Crew of the Variety Club of Ontario, made by the committee chaired by Past Chief Barker R. W. Bolstad, are George Altman, Winston Barron, Jack Bernstein, A. E. (Bert) Brown, Frank Fisher, Robert Hall, George Heiber, Ernest Lieberman, Lionel Lester, Ernest Rawley, Sam Shopsowitz, Controller Don Summerville and Hugh Walker. The nomination meeting will take place on Oct. 31 and additions to the list can be made from the floor by any member.

SEX DEVIATION is no longer taboo as a subject for motion picture use under the Production Code of the Motion Picture Association of America. It is permissible "provided any references are treated with care, discretion and restraint and in all other aspects conform to the Code." The new ruling would permit *The Children's Hour*, which touches on lesbianism, to get the Code seal of approval.

POPLAR Drive-in Theatre Ltd. has been incorporated in Ontario by Barry Allen, executive, and Irving and Nathan Hennick, manufacturers, and others to erect and operate theatres, with offices in Toronto. Allen is associated with Odeon in the drive-in under construction at Pickering, near Toronto.

FEATURES entered in the \$5,000 Unesco Kalinga Prize Contest will have to be accompanied by a brief synopsis and full credits. Full information can be obtained from the Canadian National Commission for Unesco, 140 Wellington St., Ottawa 4. Dorothy Macpherson of the National Film Board, 150 Kent St., Ottawa, is helping publicize the contest to Canadian film makers.

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AND THE TALL'**

'QUESTION 7'

'THE VIRGIN SPRING'

'OPERATION BULLSHINE'

'DAVID AND GOLIATH'

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